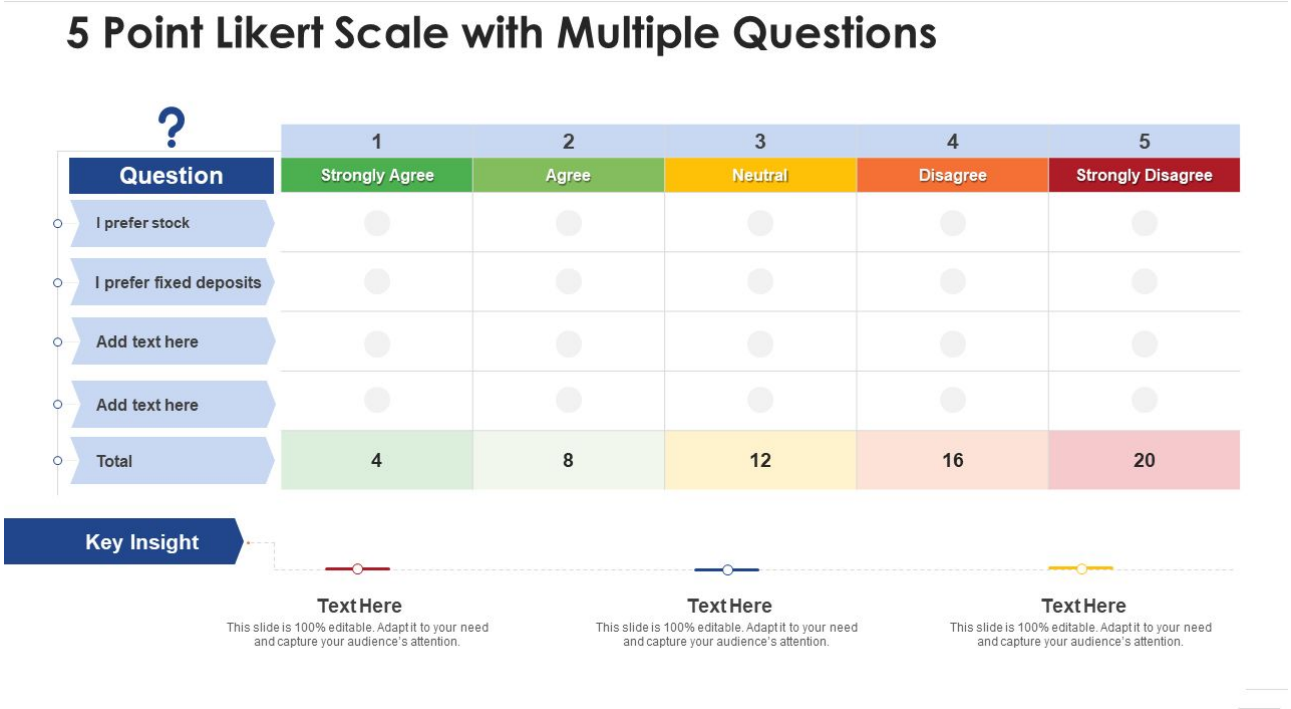
Likert scale



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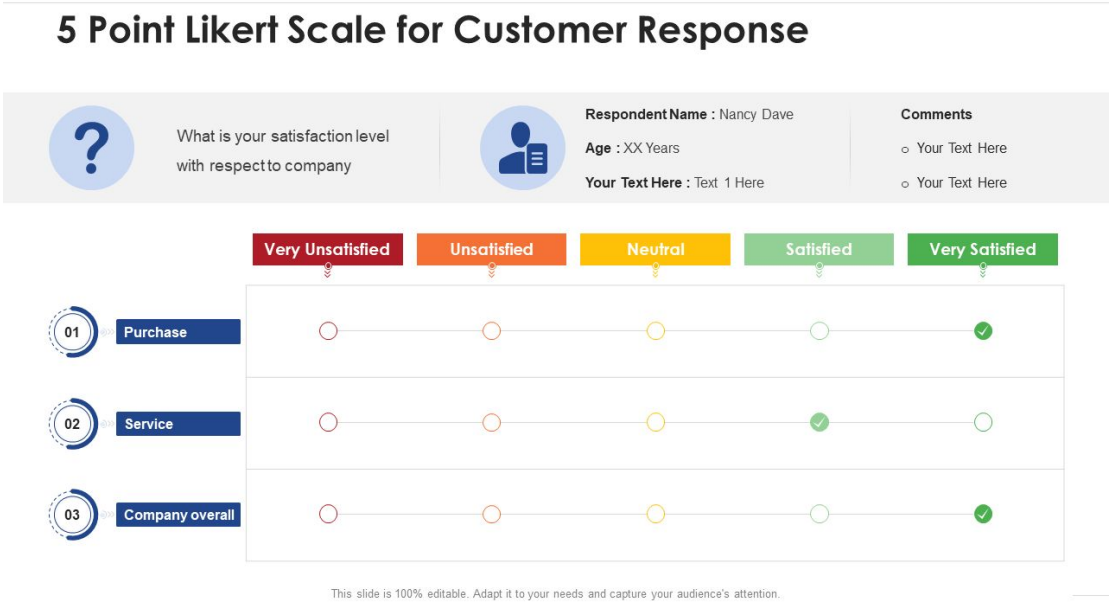
5 Point Likert Scale is a type of psychometric response scale in which respondents indicate their level of agreement with a statement using a five-point scale:

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree



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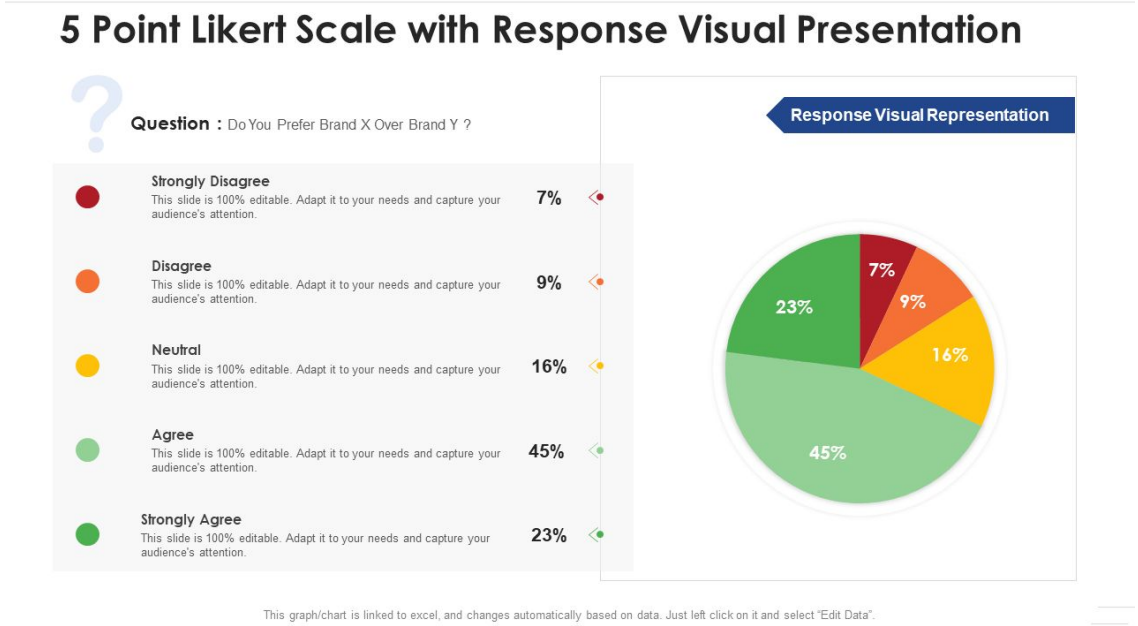
The format of Likert scale:

- A Likert scale is a five, seven, or nine-point agreement scale .
- It is used to assess respondents' agreement with various statements.



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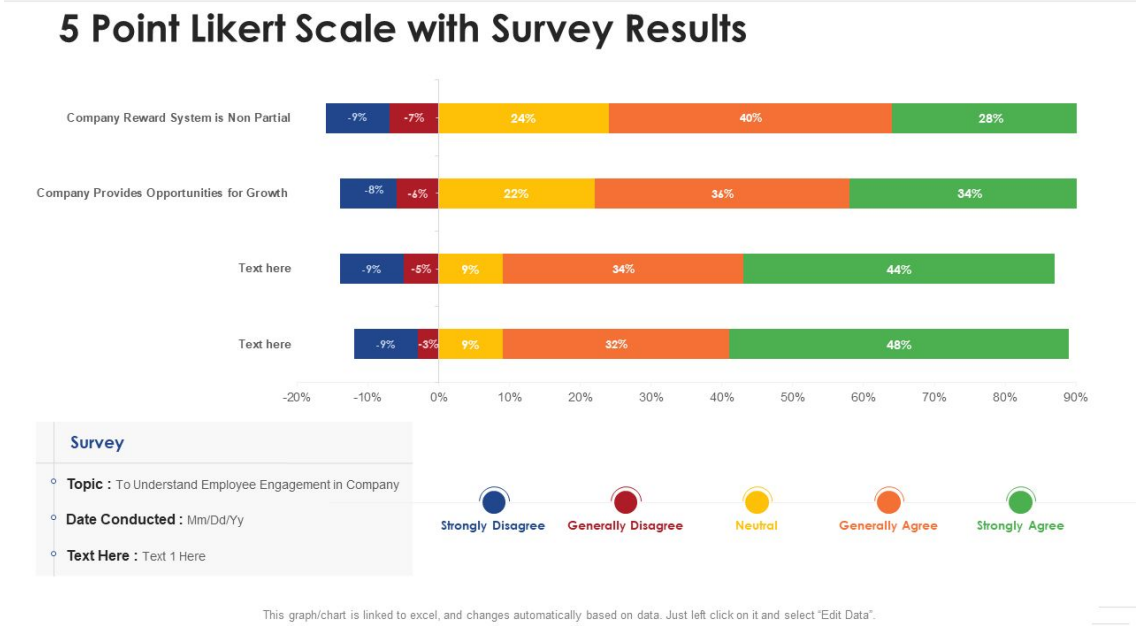
Creating a Likert Scale Chart.

- Step 1: Choose a suitable sheet name.
- Step 2: Select the Questions column.
- Step 3: Select the Scale column.
- Step 4: Select the Responses column.
- Step 5: Once everything has been chosen. Select Create Chart.



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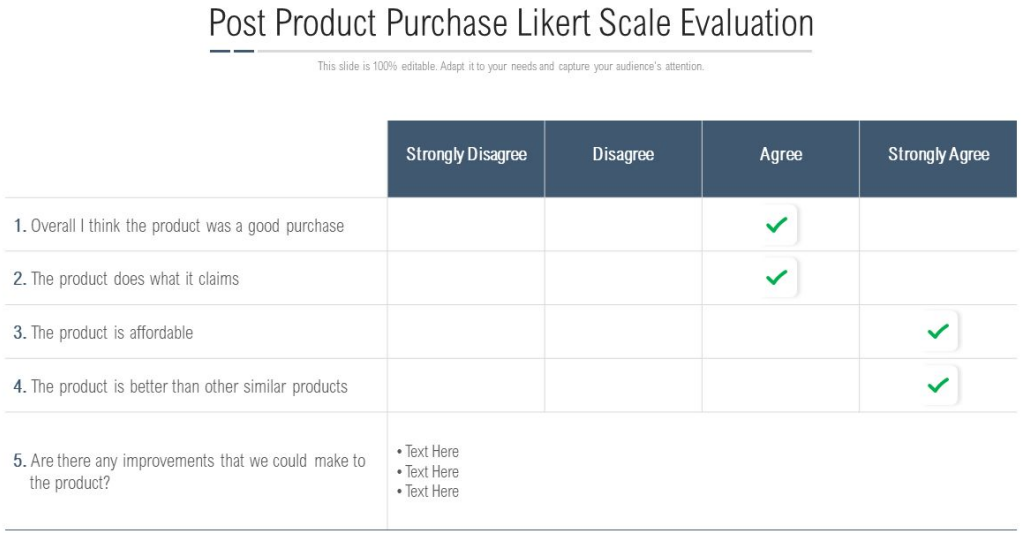
- Customers' actions and decisions following a purchase are referred to as post-purchase behaviour.
- This includes everything from assessing the quality of the product or service to determining whether or not they will do business with you again.



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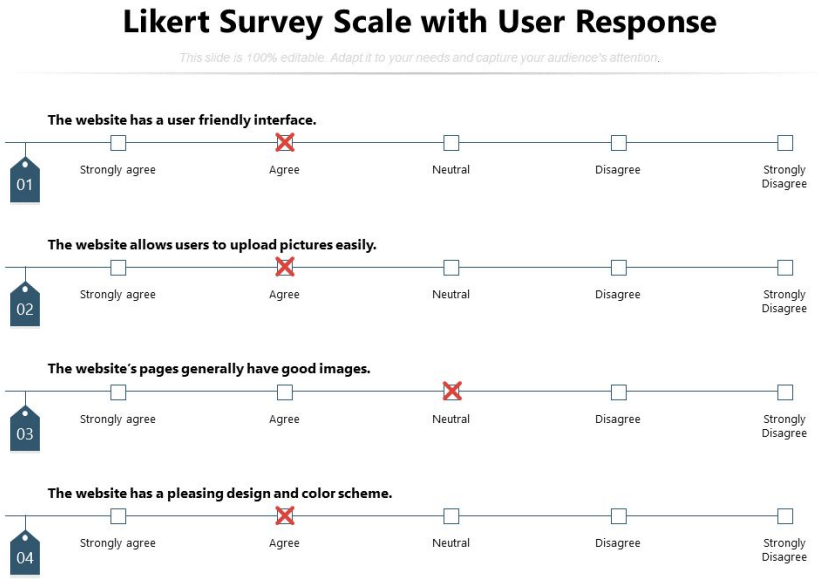
- **User interface survey question** is a questionnaire designed to identify areas for improvement in a product's user interface based on user feedback.
- A survey of this type assists businesses in determining the current level of satisfaction with their product's interface.
- It can assist them in optimising the interface based on the user's preferences.



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FAQs

Why is a 5-point Likert scale used?

- The 5-point Likert scale is easy to understand and apply for both survey administrators and respondents.
- Higher-point scales require more time and effort to complete.
- Higher-point scales fit mobile device screens better.
- Respondents have options without feeling overburdened.

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What is a 7 point Likert type scale?

- (1) Strongly Disagree
- (2) Disagree
- (3) Somewhat Disagree
- (4) Neither Agree Nor Disagree
- (5) Somewhat Agree
- (6) Agree
- (7) Strongly Agree.

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What are the three most common post-purchase outcomes?

- Perception: the process by which we choose, organise, and interpret information in order to form a picture of the world.
- Learning: change in a person's thought process/behavior as a result of experience; occurs throughout the consumer decision-making process.
- Lifestyle: refers to how consumers spend their time and money in order to live.

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